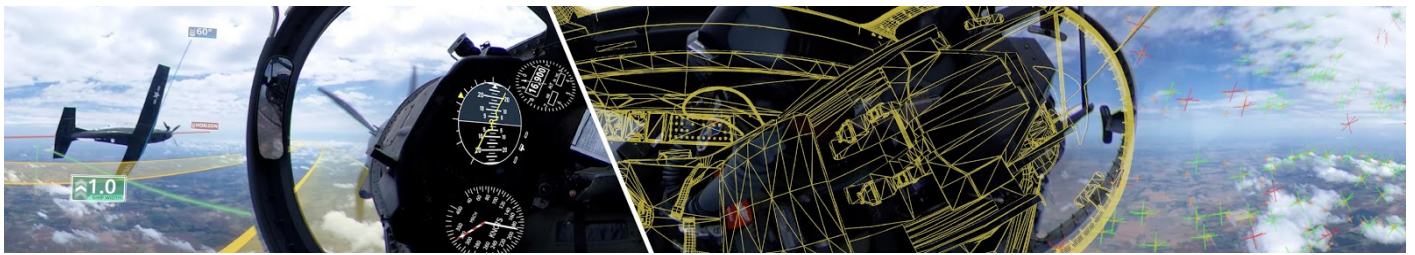


Dave August

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A bold idea, a few lines of code, and a vision to get there. We can keep pushing the bounds of possibility, championing this simple idea. Why accept the world as it is, when we can take it apart and find that special magic that makes you wonder why it wasn't always this way. When looking at a product, a task, an experience; I focus my energy toward how we can make it more natural, less repetitive, and with enhanced flexibility while maintaining an elegant simplicity of design.

I'm looking to collaborate with, lead, and inspire other talented people to break things and make big impacts on exciting products. Let's discover new possibilities together and build the impossible!

MY STORY

My foundation is built around working with Hollywood's leading creators such as JJ Abrams, Christopher Nolan, Justin Lin, and Brad Bird to help them envision the future of technology and find a way of capturing the imagination of audiences around the world. This experience inspired me to make the jump into the technology sector and I have been privileged to work with amazing people on projects with global reach.

The breadth of my hands-on experience has grown from prototyping and developing Microsoft's XBOX One OS interaction to training the next generation of airmen for the US Air Force. In between, I've helped the Academy bring Hollywood history to life and created Gucci's in-store immersive experiences. With each opportunity, I found new challenges and successes and I can't wait to see where the journey takes me next.

HOW I WORK

I am about as non-linear of a thinker as you will find. I have a talent for seeing how people interact, experience, and digest the digital world. Capitalizing on this strength, I take the leap to that "wouldn't it be nice if.." moment. From there it's all about taking ownership of the process. Whether it's mapping out the ten-thousand foot view to gather support, designing a finished widget, or coding a new tool to streamline the workflow; I live in the day-to-day while always running towards accomplishing the big dream.

Data, Data, Data. I embrace data as the key to the impossible, particularly when using it from unexpected places in innovative ways. From calculating flight data through reverse engineered image analysis to creating end-user interactions that encourage and validate input through responsive immediate engagement value, I use data and technology to empower everything.

EXPERIENCE

Self-Employed, Santa Monica CA — *Principal Designer, UI | UX | VFX*

JAN 2005 - AUG 2007 | JAN 2020 - PRESENT

Specular Theory, Venice CA — *Head of Design & Technology*

NOV 2018 - JAN 2020

- Built and productized a prototype AR/VR technology across multiple iterations and shaped a scalable system architecture toward long-term business goals.
- Articulated vision and supervised tasks across team and contracted vendors.
- Drove and analyzed customer research with instructors, students, and senior leadership that improved inclusion and accessibility in a fast-paced environment.
- Incorporated customer feedback and data analysis to problem-solve complex VR technical limitations that defined efficient and simple user-centered solutions.
- Aligned and communicated strategic roadmaps with executive stakeholders through technical proposals and presentations validated by contract expansion.

Customer: **United States Air Force** [Initial + Advanced Multi-crew Training]

Beach 14, Santa Monica CA — *Creative Director*

MAY 2013 - NOV 2018

- Explored personas, customer journeys, wireframes & documented specifications that influenced external developers to meet customer / brand requirements.
- Infused storytelling and impactful refinements across deadline-driven projects.
- Mentored team members and improved creative authoring tools and workflows.
- Brainstormed and solved multidisciplinary roadblocks from inception to delivery.

Select Work: ABC, ESPN, Ford, GMC, Byton, Dolby, Verizon, Sony, YouTube Red

000ii, Hollywood CA — *Interactive Creative Director*

AUG 2007 - MAY 2013

- Oversaw successful global launches born out of ambiguous challenges that I optimized to balance priorities across simultaneous milestones.
- Collaborated effectively with enterprise partners that advanced industry-leading innovation in multimodal consumer-centric products and experiences.
- Hired and hands-on managed a cross-functional team of engineers & designers.
- Actualized groundbreaking human-computer interaction through deep design thinking resulting in novel gesture-based, voice, mobile, and XR experiences.

Select Work: Microsoft Xbox One, Paramount XR Film Marketing, Gucci, DARPA, Academy of Motion Pictures Arts & Sciences Museum, Ferrari World Abu Dhabi

Select Feature Films: Star Trek: Into Darkness, Fast Five, Dark Knight Rises, Mission Impossible IV, Night at the Museum 2, Fast & Furious, Star Trek

Warner Bros. Studio Facilities, Burbank CA

Graphics Coordinator | Motion Graphics Artist | Multimedia Developer

JAN 2006 - MAR 2007

SUCCESS METRICS

US AIR FORCE Redesigned a 6 month training course into a self-paced VR experience allowing students to pass certification in as few as 3 flights.

XBOX ONE Functional data-driven prototype empowered Microsoft to test voice & NUI interaction models.

GUCCI Reduced hardware cost and in-store footprint by two-thirds while doubling interactive screen count.

STAR TREK Integrated design system methodology with custom real-time asset layout tools resulting in large-scale design with a small team.

SKILLS

DESIGN ■ Data-Driven ■ Interaction ■ Motion ■ Multimodal ■ Product ■ Responsive ■ User-Centered ■ Visual

PROCESS ■ Agile ■ Analysis ■ Automation ■ Code ■ Collaboration ■ Data Visualization ■ Design Thinking ■ Leadership ■ Product Management ■ Rapid Prototyping ■ Research ■ Technical Writing ■ Scalability ■ System Architecture ■ Wireframing

DOMAIN ■ Computer Vision ■ Consumer Products ■ Content Production ■ Creative Tools ■ Emerging Technology ■ Digital and Physical Integration ■ Immersive Experiences ■ Sensor Data ■ Voice

UI ■ **UX** ■ **NUI** ■ **VR** ■ **AR** ■ **XR** ■ **VFX**

TECHNOLOGY

Adobe CC ■ Nuke ■ Xcode ■ Maya ■ 3dsMax ■ Unreal ■ Unity ■ Perforce

Swift ■ Objective-C ■ UIKit ■ Metal ■ Python ■ HTML ■ CSS ■ MySQL

EDUCATION

Rensselaer Polytechnic Institute, Troy NY – B.S. in Electronic Media, Arts, and Communication

AUG 2001 - DEC 2004

University of the Arts, London UK – Film/Cinema/Video Studies

AUG 2003 - AUG 2004

Teaching and Education: Developed curriculum and built out production facilities for undergraduate education in digital television studio production

RESEARCH & DEVELOPMENT

NUI / HCI Methods and Implementation

UX Mobile Sensor Interaction (GPS, Accelerometer, Gyroscope, Touch)
Voice Control Grammar Development & Natural Gesture Interaction Studies
Intuitive User-Generated Content (UGC) Tools and technology abstraction

OOH Mixed Reality Technology and Methods

Mixed reality technology for virtual / physical interaction (Patents Pending)
Mixed reality methods for rendering user perspective (Patents Pending)
Zero-impact OOH User-Centric Adaptive Immersive Experiences

Scalable Interactive Streaming Technology

Integrated Solutions for high throughput / high capacity data systems
Infiniband and RDMA low latency communication over UDP / TCP

PRESENTATIONS

USAF TECHNOLOGY EXPO

Undergraduate Pilot Training VR
Exhibition for USAF Commanders

ADOBE SYSTEMS

Adobe Pipeline Discussion on
Interactive Graphics (FUI) in Film

CANNES LION INTERNATIONAL ADVERTISING FESTIVAL

Next Generation Augmented Reality
Demonstration for Advertising

VARIETY MARKETING SUMMIT

Exhibit Focused on Low Impact
Engagement for Film Marketing

DIRECTORS GUILD OF AMERICA

Future Technology Exhibit
showcasing Multitouch and Realtime
Camera-Tracked Rendering

ORGANIZATIONS

IATSE LOCAL 695

Production Sound, Television
Engineers, Video Assist Technicians

